

**朝陽科技大學 098學年度第1學期教學大綱**  
**Business Ethics and Social Responsibility 企業倫理與社會責任**

<b>當期課號</b>	3091	<b>Course Number</b>	3091
<b>授課教師</b>	廖光裕	<b>Instructor</b>	Liao,Kuang Yu
<b>中文課名</b>	企業倫理與社會責任	<b>Course Name</b>	Business Ethics and Social Responsibility
<b>開課單位</b>	企業管理系(四進)一A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	為關心生活與企業倫理議題，引發學生省思，進而奠定信念與態度，本課程擬定的課程目標： (一) 提昇學生對企業認知，培養責任感與道德感。 (二) 提升學生對企業情境的覺知能力。 (三) 在企業基本倫理與生涯發展，培養學生分析判斷與抉擇的能力。 (四) 提升學生實踐及解決困難的能力。	<b>Objectives</b>	This course aims at encouraging students to care for issues concerning business ethics and life management, in order to establish stronger devotion and better attitude concerning work. This course has four objectives: 1. enhance students' understanding of personal career possibilities, and develop a sense of responsibility and ethics; 2. strengthen students' comprehension ability within business scenarios; 3. develop students' analysis and decision-making ability concerning business ethics and career planning. 4. better students' execution and problem-solving abilities.
<b>教材</b>	採用書籍: 余坤東,企業倫理：商業的道德規範,前程文化事業有限公司,第一版,2008年12月 參考書籍: 吳成豐,企業倫理的實踐,前程文化事業有限公司,二版三刷,2007年7月	<b>Teaching Materials</b>	Used books: Kun-Dong Yu,Business Ethics : Commercial Moral Regulations,Future Publishing,first edition,2008.12 Reference books: Cheng-Feng Wu,The Practices of Business Ethics,Future Publishing,second edition,2007.07
<b>成績評量方式</b>	課程分組報告:20% 期末分組報告:30% 個案討論:40% 出勤率:10%	<b>Grading</b>	Course report:20% Final Subject report:30% Case Study:40% Class Participation:10%
<b>教師網頁</b>	-		
<b>教學內容</b>	第一章 企業的社會責任 第二章 道德法則與道德研判 第三章 專業經理人的經營倫理 第四章 行銷倫理 第五章 環境倫理 第六章 科技與資訊應用倫理 第七章 全球化經營的倫理問題 第八章 內部管理機制與企業倫理政策 第九章 外部規範與企業倫理	<b>Syllabus</b>	Chapter1 : What's Corporation Social Responsibility? Chapter2 : Moral Principle and Moral Reasoning Chapter3 : Professional Ethics of Corporate Leaders Chapter4 : Marketing Ethics Chapter5 : Environmental Ethics Chapter6 : Technology and Information Ethics Chapter7 : International Business Ethics Chapter8 : Self-Regulation and Ethics Policy Chapter9 : External Regulations and Business Ethics

尊重智慧財產權，請勿非法影印。